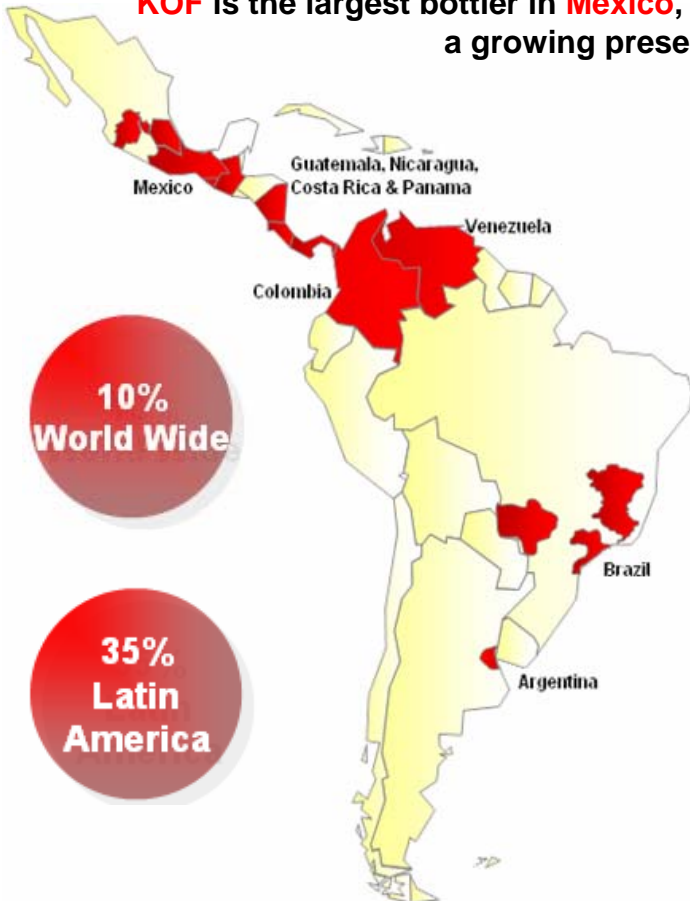




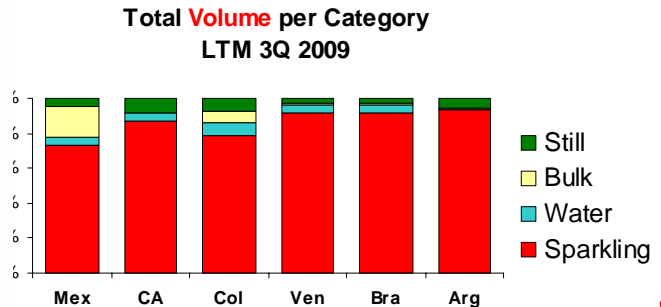
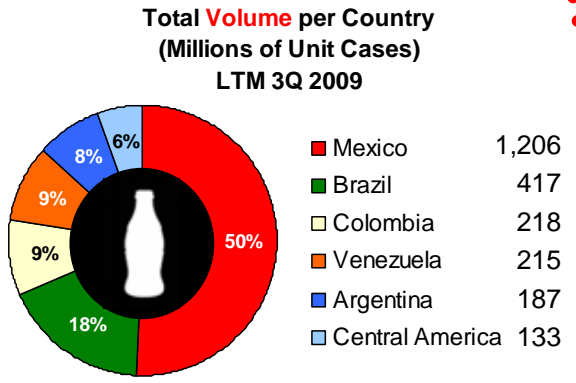
**Coca-Cola FEMSA, S.A.B. de C.V. (KOF)** is the second largest Coca-Cola bottler in the world in terms of sales volume, accounting for almost 10% of the Coca-Cola Company's global sales volume. KOF is the largest Coca-Cola bottler in Latin America delivering more than 2.4 billion unit cases a year. The company's capital stock is owned 53.7% by Fomento Económico Mexicano S.A.B. de C.V. (FEMSA), 31.6% by The Coca-Cola Company and 14.7% by the public, trading in the U.S. and Mexican Stock Exchanges.

**KOF is the largest bottler in Mexico, with solid growth in Latincentro and a growing presence in Mercosur**

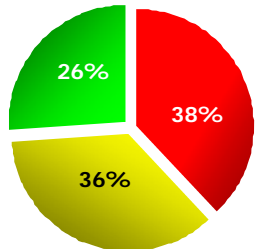


**10% World Wide**

**35% Latin America**

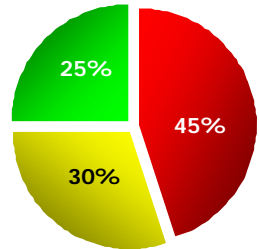


**Total Revenue per Division LTM 3Q 2009 MM USD \$7,010**



- Mexico division
- Latincentro division
- Mercosur division

**Total EBITDA per Division LTM 3Q 2009 MM USD \$1,375**

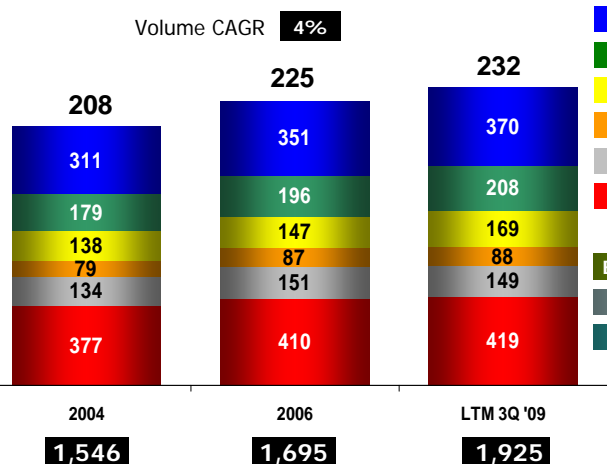


\*Figures in Mexican pesos converted into US dollars at the exchange rate as of the end of each quarter

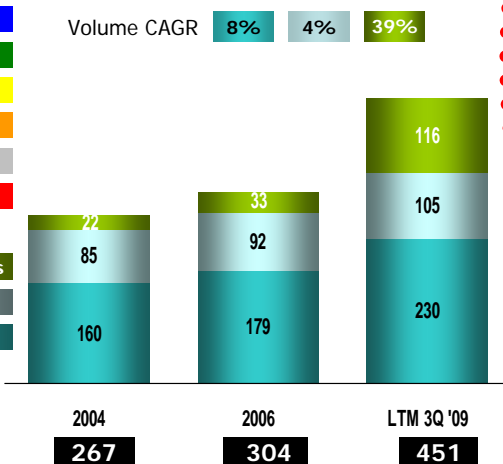


**KOF is developing a comprehensive portfolio to capture the benefits of rising per capita income in Latin America, while still beverages are growing at superior rates**

**KOF Sparkling Beverage Annual Per Capita Consumption**  
(8 oz. Presentations)

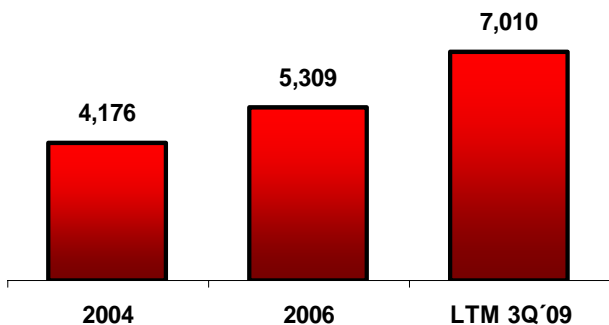


**Volume**  
(Millions of Unit Cases)

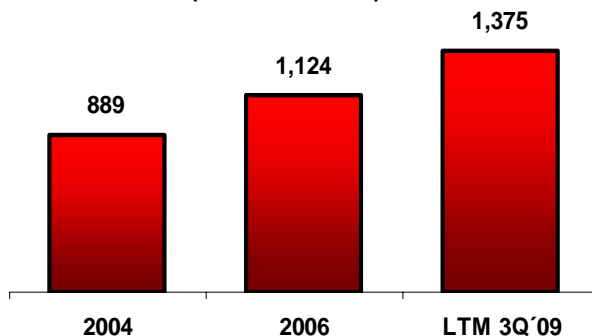


**KOF has a proven track record of generating profitable growth with a balanced geographic footprint**

**Revenues**  
(Millions of USD)



**EBITDA**  
(Millions of USD)



## Investment Highlights

- > The most integrated beverage player in the industry with a broad and balanced multi-category portfolio
- > Experienced management team
- > The right business model with The Coca-Cola Company
- > Proven track record of successful innovation in products, marketplace execution and go-to-market models with ample avenues of growth in new categories
- > Sourcing profitable growth from a balanced geographic footprint. Operations outside of Mexico have contributed importantly to our growth, while Mexico continues to be our largest cash flow generator
- > One of the lowest cost producers worldwide, measured by COGS to revenues
- > One of the healthiest and most robust investment grade balance sheets in Latin America with a solid and balanced cash flow generation

### FOR MORE INFORMATION

**Coca-Cola FEMSA, S.A.B. de C.V.**

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